

## Abstrak

Eva Zakiyatul Fakhriroh, 2024, Strategi *School Branding* dalam Upaya Peningkatan Daya Saing Sekolah di SMAN 1 Pamekasan dan MAN 2 Pamekasan, Tesis, Program Studi Manajemen Pendidikan Islam (MPI) Program Magister (S2) Pascasarjana IAIN Madura, Pembimbing: Prof. Dr. H. Zainuddin Syarif, M.Ag. dan Dr. H. Ali Nurhadi, S.Pd., M.Pd.  
Kata Kunci : Strategi, *School Branding*, Daya Saing

Dalam era persaingan yang semakin ketat di dunia pendidikan, *school branding* menjadi kunci untuk meningkatkan daya saing sekolah. *School branding* bukan hanya sebatas citra atau identitas sekolah, tetapi juga mencakup kualitas pendidikan yang diselenggarakan. Penelitian ini bertujuan untuk mengkaji strategi *school branding* yang digunakan oleh SMAN 1 Pamekasan dan MAN 2 Pamekasan guna meningkatkan daya saing.

Permasalahan dalam penelitian ini adalah bagaimana strategi *school branding* dalam upaya peningkatan daya saing sekolah di SMAN 1 Pamekasan dan MAN 2 Pamekasan, faktor penghambat dan pendukung strategi *school branding*, implikasi strategi *school branding*. Untuk menjawab permasalahan ini, dilakukan penelitian dengan pendekatan kualitatif deskriptif dengan jenis penelitian lapangan. Lokasi penelitian yang dipilih SMAN 1 Pamekasan yang beralamatkan di Jl. Pramuka No. 2 RW 08, Barurambat Kota Kec. Pamekasan dan MAN 2 Pamekasan yang beralamatkan di Jl. K.H. Wahid Hasyim No. 28 Pamekasan.

Pengumpulan data dilakukan dengan wawancara semi terstruktur, observasi non partisipan, dan dokumentasi. Analisis data dilakukan melalui tiga alur, yaitu reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa dalam membangun *school branding* SMAN 1 Pamekasan dan MAN 2 Pamekasan memiliki beberapa strategi yaitu: fokus pada pembangunan karakter, memotivasi siswa dan optimalisasi KBM, pengembangan ekstrakurikuler yang terjadwal, pemantauan dan evaluasi berkala, *update* dengan tren yang diminati siswa dan mengikuti perkembangan teknologi, dukungan dan kerjasama dari *stakeholder* sekolah/madrasah, integrasi keterampilan, sosialisasi program keterampilan, identifikasi minat siswa.

Faktor penghambat *school branding* SMAN 1 Pamekasan dan MAN 2 Pamekasan yaitu ketidakpastian kebijakan pemerintah terutama terkait kurikulum dan teknologi pendukung KBM yang tidak konsisten, keterbatasan biaya, minimnya dukungan dari orang tua, heterogenitas siswa dalam sistem zonasi dan sarana prasarana kurang memadai. Faktor pendukungnya yaitu kepemimpinan yang visioner, komunikasi yang efektif, sumber daya manusia yang berkualitas, infrastruktur dan fasilitas yang mendukung, budaya prestasi yang mendorong, dukungan dari orang tua dan komite sekolah, dukungan keuangan, dukungan manajerial dan kerjasama dari seluruh pihak.

Implikasi dari *school branding* terhadap SMAN 1 Pamekasan dan MAN 2 Pamekasan yaitu berhasil membangun citra merek yang kuat, pengakuan di tingkat regional hingga nasional, kemudahan dalam koneksi, peningkatan daya saing melalui penerimaan siswa baru, budaya belajar positif, penilaian positif dari masyarakat, meningkatkan semangat berprestasi siswa dan keterlibatan dalam kegiatan sekolah.

## Abstract

Eva Zakiyatul Fakhroh, 2024, School Branding Strategy in Efforts to Increase School Competitiveness at SMAN 1 Pamekasan and MAN 2 Pamekasan, Thesis, Islamic Education Management Study Program (MPI) Masters Program (S2) Postgraduate IAIN Madura, Supervisor: Prof. Dr. H. Zainuddin Syarif, M.Ag. and Dr. H. Ali Nurhadi, S.Pd., M.Pd.

Keywords: Strategy, School Branding, Competitiveness

In an era of increasingly fierce competition in the world of education, school branding is the key to increasing school competitiveness. School branding is not only limited to the image or identity of the school, but also includes the quality of education provided. This research aims to examine the school branding strategy used by SMAN 1 Pamekasan and MAN 2 Pamekasan to increase competitiveness.

The problem in this research is how the school branding strategy is in an effort to increase school competitiveness at SMAN 1 Pamekasan and MAN 2 Pamekasan, the inhibiting and supporting factors for the school branding strategy, the implications of the school branding strategy. To answer this problem, research was carried out using a descriptive qualitative approach with the type of field research. The research location chosen was SMAN 1 Pamekasan which is located at Jl. Scout No. 2 RW 08, Barurambat Kota District. Pamekasan and MAN 2 Pamekasan whose address is Jl. K.H. Wahid Hasyim No. 28 Pamekasan.

Data collection was carried out using semi-structured interviews, non-participant observation and documentation. Data analysis was carried out through three channels, namely data reduction, data presentation, and drawing conclusions.

The results of the research show that in building school branding SMAN 1 Pamekasan and MAN 2 Pamekasan have several strategies, namely: focusing on character building, motivating students and optimizing teaching and learning, scheduled extracurricular development, regular monitoring and evaluation, updating with trends that are of interest to students and following developments. technology, support and cooperation from school/madrasah stakeholders, skills integration, socialization of skills programs, identification of student interests.

The inhibiting factors for school branding at SMAN 1 Pamekasan and MAN 2 Pamekasan are uncertainty in government policy, especially regarding inconsistent curriculum and teaching and learning supporting technology, limited costs, lack of support from parents, student heterogeneity in the zoning system and inadequate infrastructure. Meanwhile, the supporting factors are visionary leadership, effective communication, quality human resources, supporting infrastructure and facilities, an encouraging achievement culture, support from parents and the school committee, financial support, managerial support and cooperation from all parties.

The implications of school branding for SMAN 1 Pamekasan and MAN 2 Pamekasan are success in building a strong brand image, recognition at regional to national levels, ease of connection, increased competitiveness through accepting new students, positive learning culture, positive assessment from the community, increasing enthusiasm. student achievement and involvement in school activities.